RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 24, 1997

RJR Account #026300
Mr. M. Auer
AUER & COMPANY

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Mike:

WINSTON regular product has been ordered (see quantities listed below), as well as **45** skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	Case Size	#/ Cases
12300-11112	*Light*	12M	1
12300-11012	*Full Flavor*	12M	1
12300-11212	*Full Flavor Box*	12M	1

Product / Premium Arrival:	**August 11, 1997**
Ship Date to Retail:	**Week of: August 25, 1997**
SKU CUBE:	**1.7150**
SKU WT (w/o Product):	**6.6200 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$2,127.51**
Non-EFT $ Amount:	**$N/A**

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Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$84.00 (3 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. Schwalm

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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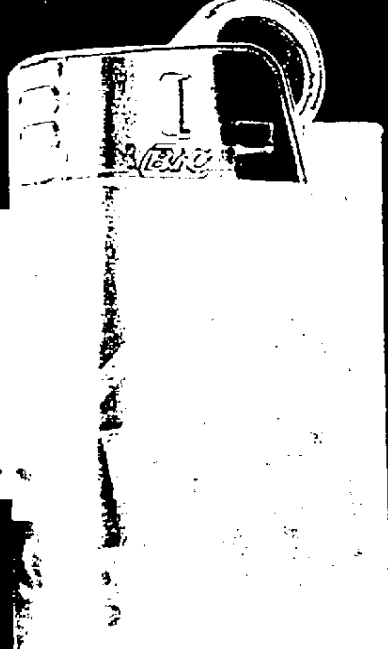
Two free No Bull Lighters.

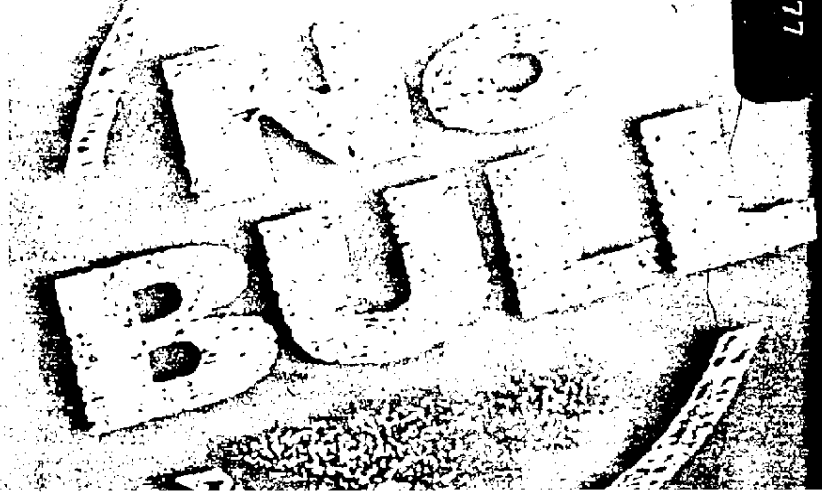
- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder



No bull.

Get 2 lighters

FREE with 2-pack purchase



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WHOLESALER . 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE . 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEQ . 0013
SALES LEVEL . 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	172568	PARKSIDE GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	1				(315)848-2876
162202	162238	020451	STAR QUIK STOP	807 MAIN ST	PHOENIX	NY	13135	1				(315)695-5838
162202	162238	075887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	13074	1				(315)564-6066
162202	162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	2		1441-0000		(315)834-9393
162202	162238	172457	ELLSWORTH'S SUP DUP	60 STATE ST	PHOENIX	NY	13135	1				(315)695-4425
162202	162238	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126	1			941278	(315)343-9775
162202	162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	13021	1		1441-0000		(315)255-1008
162202	162238	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	13069	2				(315)695-2059
162202	162232	503785	MIKE'S FOODMART	2554 MAIN STREET	CATO	NY	13033	1				(315)626-2335
162202	162232	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	2				(315)776-5511
162202	162238	598682	OSTRANDER$ VILL MAR	RT 11 & RT 104	MAPLE VIEW	NY	13107	1				(315)963-8253
162202	162238	712143	KTM MINI MART	2203 CT RT 1	OSWEGO	NY	13126	1				(315)343-0950
162202	162237	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	13211	2		0990-0000		(315)454-0117
162202	162232	269069	TOPPINGS RED & WHIT	6811 MAIN STREET	RED CREEK	NY	13143	1	NYS			(315)754-6421
162205	162237	059975	SMOKEY'S TOB & NEWS	708 BUTTERNUT ST	SYRACUSE	NY	13208	1				(315)448-1008
162205	162230	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	3				(315)468-5741
162205	162230	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	1				(315)469-7475
162205	162230	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	2				(315)487-7581
162205	162237	590609	SEA-J'S APLUS #4063	1701 ERIE BLVD E	SYRACUSE	NY	13210	1		0362-0102		(315)476-5223
162205	162237	632266	BEST MARKET	526 E. WILLOW STR	SYRACUSE	NY	13203	1				(315)479-9672
162205	162237	632844	C F M #33-069-F	701 S CROUSE AVE	SYRACUSE	NY	13210	1		0990-0000		(315)475-0900
162205	162230	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	1				(315)472-4523
162205	162230	649994	DAIVSON'S GROCERY	1219 MILTON AVE.	SYRACUSE	NY	13204	1				(315)488-6025
162205	162237	680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	13208	1				(315)476-4164
162205	162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1		1441-0000		(607)753-8007
162205		718903	PIT STOP #13	STATE FAIR BLVD	SYRACUSE	NY	13204	1		1441-0000		(315)422-6818
162205	162230	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	1				(315)474-3569
162205		750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	13045	1				(315)758-7639
162206	162236	173044	COLLAMER STOP & SHO	6542 COLLAMER RD	EAST SYRACUSE	NY	13057	2			967521	(315)463-4117
162206	162237	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILLE	NY	13066	1		0353-0100		(315)637-4377
162605	162232	269479	OVID BIG M #878	PO BOX 310	OVID	NY	14521	1		0958-0000		(607)869-3551
162605	162232	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516	1		1441-0000		(315)587-4579
162605	162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1		1441-0000		(315)483-8865
162605	162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882	1		1441-0000		(607)533-7838
162605	162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	1	NYS	1441-0000		(315)331-9575
162605	162231	269585	JOHNS GROCERY	AURORA ST	MORAVIA	NY	13118	1	NYS		976142	(315)497-0741
162605	162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	13111	1	NYS	1441-0000		(315)564-7200

PAGE BREAK TOTAL ACCOUNTS 37 TOTAL QUANTITY 45

TEMPLATE TOTAL ACCOUNTS 37 TOTAL QUANTITY 45

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 08/27/97

ACCOUNT NUMBER: 026300
VOUCHER NUMBER: 15367365
DATE WRITTEN: 08/27/97
STATUS: PAID
AMOUNT PAID: 84.00

AUER & COMPANY
571 W BRIGHTON AVE
SYRACUSE , NY 13205

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	3.00	84.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / SS

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 09/22/97

ACCOUNT NUMBER: 026300
VOUCHER NUMBER: 15370847
DATE WRITTEN: 09/22/97
STATUS: PAID
AMOUNT PAID: 78.40

AUER & COMPANY
571 W BRIGHTON AVE
SYRACUSE , NY 13205

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	5.60	78.40

EXPLANATION: SEPTEMBER: DORAL B2G1F PROMOTION #701143/SHARON SCHWALM

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